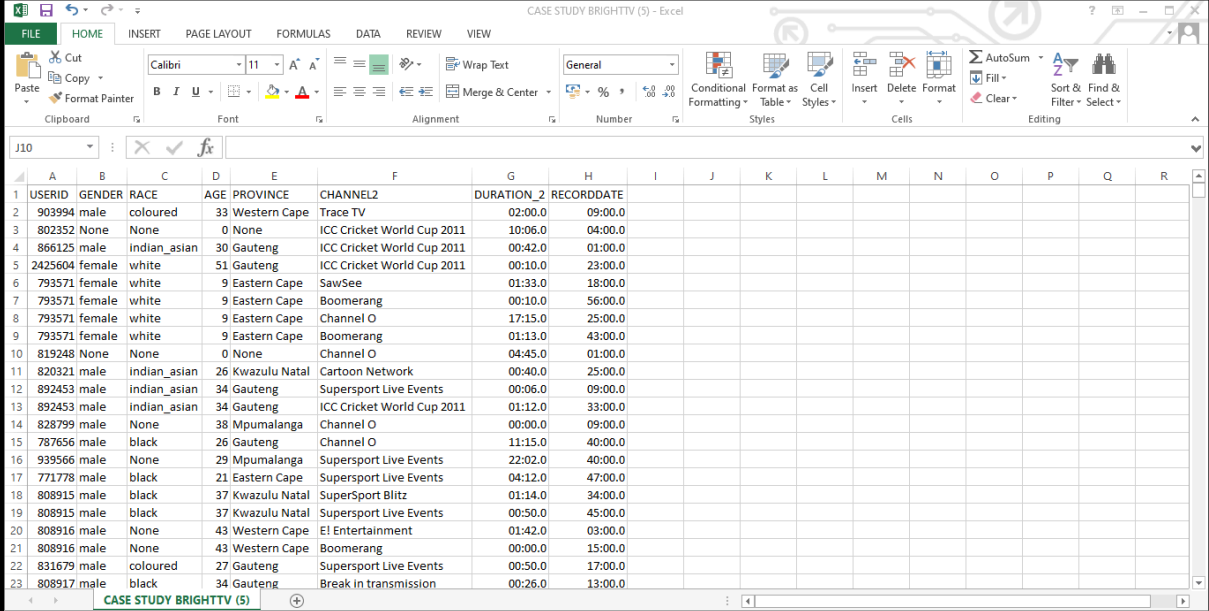


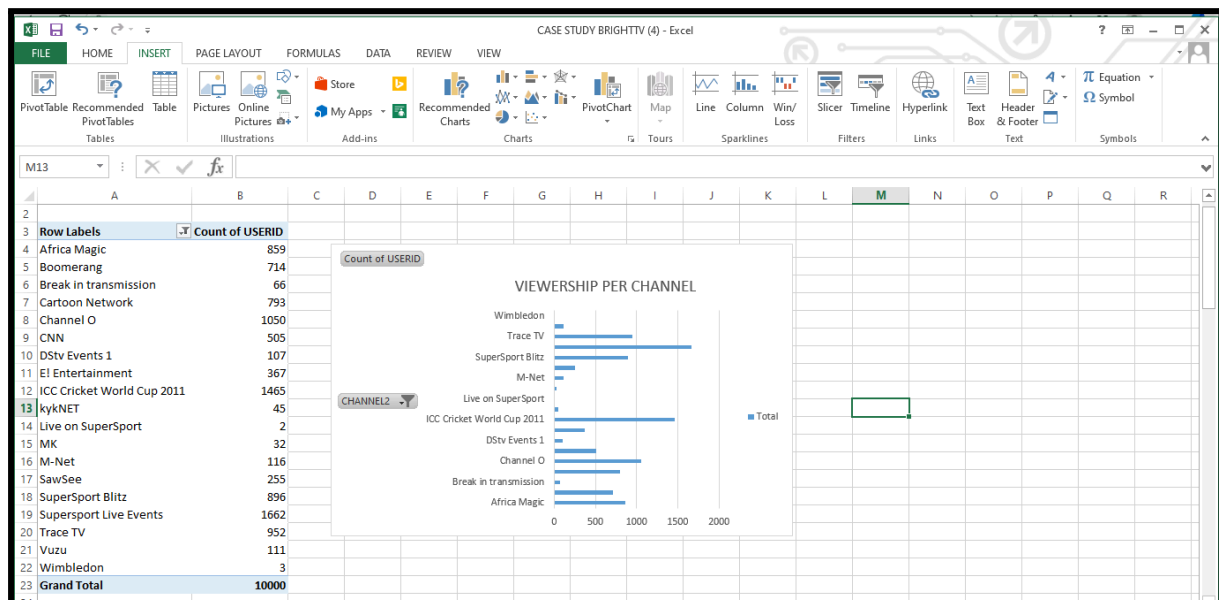
ANALYSE BRIGHTTV ON EXCEL: CREATING CHARTS AND BAR GRAPHS

Brighttv data obtained from Snowflake to analyse with the Pivot Table tool.



| | A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R |
|----|---------|--------|--------------|-----|---------------|----------------------------|------------|------------|---|---|---|---|---|---|---|---|---|---|
| 1 | USERID | GENDER | RACE | AGE | PROVINCE | CHANNEL2 | DURATION_2 | RECORDDATE | | | | | | | | | | |
| 2 | 903994 | male | coloured | 33 | Western Cape | Trace TV | 02:00.0 | 09:00.0 | | | | | | | | | | |
| 3 | 802352 | None | None | 0 | None | ICC Cricket World Cup 2011 | 10:06.0 | 04:00.0 | | | | | | | | | | |
| 4 | 866125 | male | indian_asian | 30 | Gauteng | ICC Cricket World Cup 2011 | 00:42.0 | 01:00.0 | | | | | | | | | | |
| 5 | 2425604 | female | white | 51 | Gauteng | ICC Cricket World Cup 2011 | 00:10.0 | 23:00.0 | | | | | | | | | | |
| 6 | 793571 | female | white | 9 | Eastern Cape | SawSee | 01:33.0 | 18:00.0 | | | | | | | | | | |
| 7 | 793571 | female | white | 9 | Eastern Cape | Boomerang | 00:10.0 | 56:00.0 | | | | | | | | | | |
| 8 | 793571 | female | white | 9 | Eastern Cape | Channel O | 17:15.0 | 25:00.0 | | | | | | | | | | |
| 9 | 793571 | female | white | 9 | Eastern Cape | Boomerang | 01:13.0 | 43:00.0 | | | | | | | | | | |
| 10 | 819248 | None | None | 0 | None | Channel O | 04:45.0 | 01:00.0 | | | | | | | | | | |
| 11 | 820321 | male | indian_asian | 26 | Kwazulu Natal | Cartoon Network | 00:40.0 | 25:00.0 | | | | | | | | | | |
| 12 | 892453 | male | indian_asian | 34 | Gauteng | Supersport Live Events | 00:06.0 | 09:00.0 | | | | | | | | | | |
| 13 | 892453 | male | indian_asian | 34 | Gauteng | ICC Cricket World Cup 2011 | 01:12.0 | 33:00.0 | | | | | | | | | | |
| 14 | 828799 | male | None | 38 | Mpumalanga | Channel O | 00:00.0 | 09:00.0 | | | | | | | | | | |
| 15 | 787656 | male | black | 26 | Gauteng | Channel O | 11:15.0 | 40:00.0 | | | | | | | | | | |
| 16 | 939566 | male | None | 29 | Mpumalanga | Supersport Live Events | 22:02.0 | 40:00.0 | | | | | | | | | | |
| 17 | 771778 | male | black | 21 | Eastern Cape | Supersport Live Events | 04:12.0 | 47:00.0 | | | | | | | | | | |
| 18 | 808915 | male | black | 37 | Kwazulu Natal | SuperSport Blitz | 01:14.0 | 34:00.0 | | | | | | | | | | |
| 19 | 808915 | male | black | 37 | Kwazulu Natal | Supersport Live Events | 00:50.0 | 45:00.0 | | | | | | | | | | |
| 20 | 808916 | male | None | 43 | Western Cape | E! Entertainment | 01:42.0 | 03:00.0 | | | | | | | | | | |
| 21 | 808916 | male | None | 43 | Western Cape | Boomerang | 00:00.0 | 15:00.0 | | | | | | | | | | |
| 22 | 831679 | male | coloured | 27 | Gauteng | Supersport Live Events | 00:50.0 | 17:00.0 | | | | | | | | | | |
| 23 | 808917 | male | black | 34 | Gauteng | Break in transmission | 00:26.0 | 13:00.0 | | | | | | | | | | |

Used pivot tables to get the **viewership per channel** bar graph



ELISA MACAMO

Used pivot tables to get the **viewership per race** pie chart.

